

GOOGLE PLAY STORE APPS AND REVIEWS PROJECT REPORT

Introduction

The Google Play Store Apps and Reviews project aims to comprehensively analyze the Android app market by comparing over ten thousand apps in Google Play across different categories. The goal is to gain insights from the data that can be used to devise strategies for driving growth and retention in the app market.

Dataset and Data Cleaning

The project utilizes two datasets: "apps.csv" containing details of the applications on Google Play and "user_reviews.csv" containing user reviews for each app. The first step involved dropping duplicate entries from the "apps.csv" dataset to ensure data integrity.

Additionally, data cleaning was performed to remove special characters from the "Installs" and "Price" columns to convert them to numeric data types.

Data Exploration and Analysis

The project explored the distribution of app categories and identified the categories with the highest and lowest number of apps. The average app rating was calculated to understand overall user satisfaction. Furthermore, the project investigated the relationship between app size, price, and their impact on app ratings.

App Pricing Strategies

The report examined app pricing strategies across different categories and identified that Medical and Family apps tend to be the most expensive. It was noted that some expensive apps may be considered as "junk" apps and need to be filtered out for better analysis.

Popularity of Paid vs. Free Apps

To understand the popularity of paid and free apps, the project compared the number of app downloads between the two types. While paid apps generally have a lower number of installs, they appear to have a higher average sentiment polarity score in user reviews, indicating potentially higher quality.

Sentiment Analysis of User Reviews

The project performed sentiment analysis on user reviews to determine the polarity of sentiments (positive, negative, or neutral) about the apps. It was observed that free apps tend to receive more negative comments compared to paid apps.

Conclusion

The Google Play Store Apps and Reviews project provides valuable insights into the app market, pricing strategies, and user sentiments. The findings can be used to inform decisions in creating and pricing apps to drive growth and enhance user satisfaction. Further analysis and improvements can be made to optimize app performance and maximize app revenue.

Thank you for taking the time to explore the google play store apps and reviews project. If you have any questions or feedback, feel free to reach out to me at osuolalefolarin@gmail.com

GitHub Repository: <https://github.com/Folarinosuolale/Data-Science-Machine-Learning>